

WORKFORCE OBSERVATIONS

FOR NORTH CENTRAL WISCONSIN COUNTIES

November 2004



State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

A mixed picture in November

From October 2003 through March 2004, **Adams County's** unemployment rate was below typical. Because it did not fall as much as usual in the spring or summer, this October's rate was 2.0 percent above the typical October level (a stark contrast from 0.5 percent below typical last October). Total nonfarm employment estimates are as far below year-ago levels as they have been in 12 months, as are leisure & hospitality employment estimates.

Although still below typical, **Forest County's** unemployment rate rose faster than usual in October. Leisure & hospitality employment estimates did not rise as high this summer as last and are declining faster this autumn than last.

After falling faster than usual in September, **Langlade County's**

unemployment rate rose faster than usual in October, leaving it 0.9 percent above its typical level, which is as encouraging as any rate seen in the last 12 months (except September). Total nonfarm employment estimates are further above year-ago levels than they have been at any point in the last 12 months.

From April through September, **Lincoln County's** unemployment rate was generally at or below typical levels. A faster-than-usual increase left the rate 0.3 percent above its typical October level. Manufacturing employment estimates are as far below year-ago levels as they have been in the last 12 months. The same would be true of construction employment estimates if it weren't for a slight recovery from an unexpectedly sharp September decline.

Instead of declining very slightly as it typically would, **Marathon County's** unemployment rate held steady in October. This winter and spring, retail trade employment estimates were well below year-ago levels, so the current level (only slightly below the year-ago level) is somewhat encouraging. Holding steady (in contrast to last October's decline), professional & business services estimates are further above year-ago levels

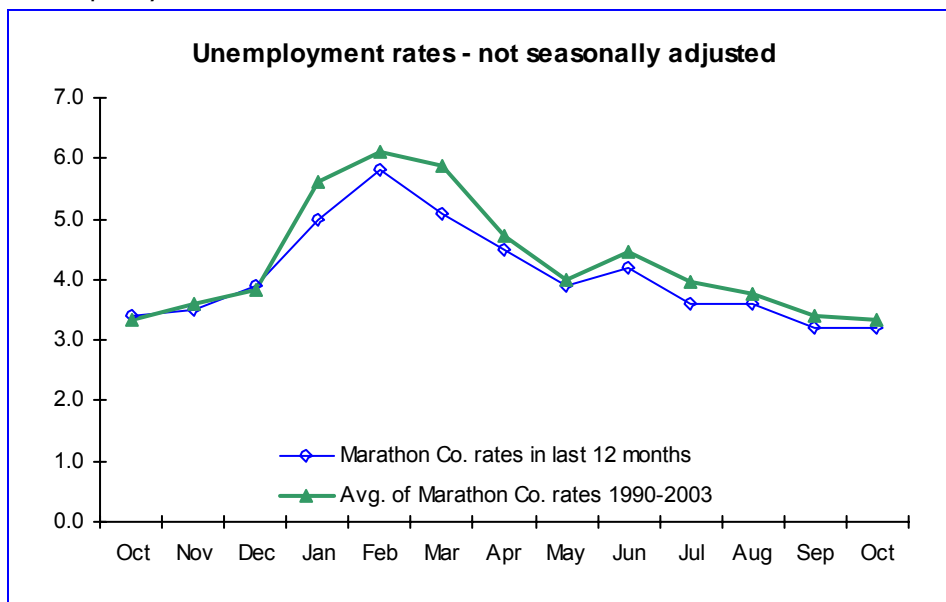
Rising as it typically does on October, **Portage County's** unemployment rate remained 0.5 percent above typical, just as it had been in September. Although not as far above year-ago levels as February, April or June, this represents an increase from last October, when the rate was 0.3 percent above typical. Manufacturing employment estimates fell a bit more sharply this October than last, but not much. Retail &

wholesale trade employment increases have been slower this autumn than last, while declines in leisure & hospitality employment estimates have been faster.

Vilas County's unemployment rate grew faster than usual in October, leaving it 0.9 percent above its typical level. Leisure & hospitality employment estimates roughly

matched last October's decline, remaining below year-ago levels by a margin similar to that seen in August and September.

The October unemployment rate in **Wood County** dropped 0.1 percent, just as it typically does and remained 0.9 percent above the typical level, just as it had been in September. Except for the August rate (0.6 above typical), this is about as encouraging as any rate has been in the last twelve months. Retail & wholesale trade employment estimates have been below year-ago levels for the last twelve months and are as far below year-ago levels as they have been during that time. Leisure & hospitality employment estimates remain above year-ago levels, but less so than at any point in the last 12 months. Total job growth has been slower this autumn than last.



than they have been at any point in the past 12 months.

Oneida County's unemployment rate did not rise as quickly as it typically would in October and is not as far above typical as it was in September. It is also lower than it was last October. Leisure & hospitality employment estimates peaked higher this summer than last, but their autumn decline is also sharper this year. Leisure & hospitality employment estimates are only half as far above year-ago levels as they were in June. Information, professional, business & other services employment estimates rose instead of following last October's decline; this leaves them further above year-ago levels than they have been in the last 12 months, but in absolute terms (30 jobs) the gain is modest.

Employment by industry estimates - not seasonally adjusted

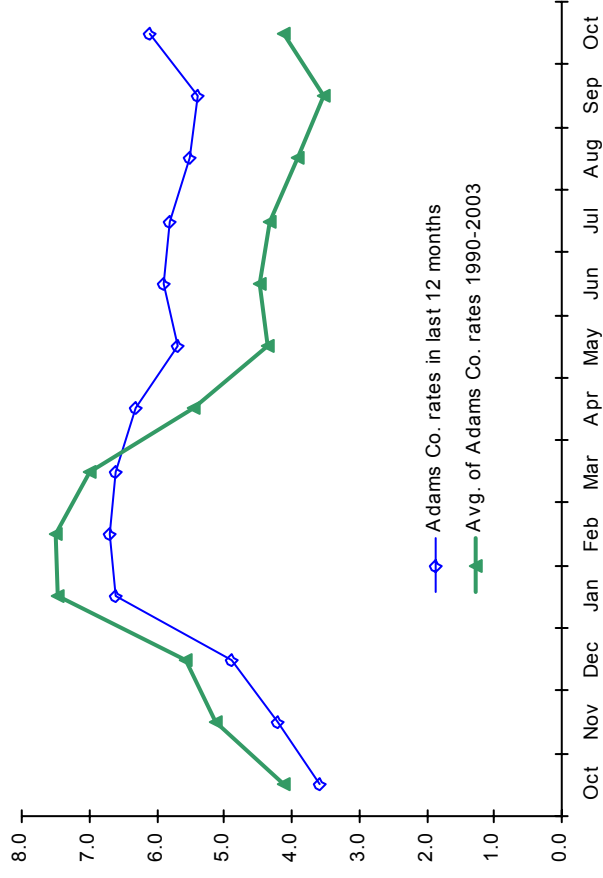
	Wisconsin			Adams			Forest			Langlade			Lincoln		
	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change
Total jobs, all industries*	2,867,900	13,200	58,000	4,000	-80	-110	3,400	-50	-80	3,600	80	110	12,000	110	-170
Const., min'g & nat. resources	137,300	-300	2,600	260	0	20	140	-10	0	160	0	10	360	10	-60
Manufacturing	519,800	-300	16,400	440	0	10	330	0	-20	390	-10	-30	3,500	50	-170
Trade (w wholesale & retail)	446,900	4,400	8,400	490	10	-10	310	0	0	690	0	30	1,770	10	0
Transport, Wrhsng, Utilities	109,500	0	1,300	130	0	0	170	0	0	190	0	10	410	50	0
Financial activities	161,700	100	2,800	100	0	0	100	0	0	210	0	10	810	10	30
Education & health services	380,200	800	5,900	490	0	20	400	20	10	310	0	30	960	0	10
Leisure & hospitality	251,500	-8,000	6,500	460	-90	-100	170	-20	-60	230	0	10	1,030	-60	10
Info, prof, bus. & other srvc	446,600	100	18,000	420	10	40	200	-10	-20	310	0	10	1,050	0	0
Government	414,400	16,400	-3,900	1,180	-10	-90	1,570	-30	0	1,110	90	40	2,000	20	10
Civilian Labor Force**	3,109,500	7,300	29,900	8,500	-150	0	5,000	-20	-50	9,600	180	-200	14,600	200	-220
Employed	2,983,000	7,500	43,000	7,900	-200	-210	4,800	-40	-30	9,000	90	-120	14,000	140	-170
Unemployed	126,500	-200	-13,100	510	50	210	240	30	-30	590	90	-80	670	50	-50
Unemployment rate (%)	4.1	0.0	-0.4	6.1	0.7	2.5	4.8	0.6	-0.4	6.2	0.8	-0.7	4.6	0.4	-0.2
	Marathon			Oneida			Portage			Vilas			Wood		
	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change	Oct 2004	1-month change	1-year change
Total jobs, all industries*	71,500	500	1,100	18,300	-50	240	35,000	370	610	8,100	-230	-80	44,300	230	-100
Const., min'g & nat. resources	2,900	0	0	1,370	-20	20	1,220	40	50	960	-10	40	1,820	-40	0
Manufacturing	18,300	-300	400	1,290	-20	-100	4,900	-510	-270	400	-20	-50	7,200	-80	-320
Trade (w wholesale & retail)	14,400	700	100	4,000	-70	120	5,900	340	90	1,410	-40	50	6,300	110	-300
Transport, Wrhsng, Utilities	3,000	100	100	480	20	0	1,990	50	50	130	0	10	3,400	30	110
Financial activities	4,900	0	100	540	-10	0	4,000	-10	130	390	-10	30	1,200	0	50
Education & health services	7,300	0	-100	3,100	-10	0	3,400	0	160	790	0	20	11,300	60	220
Leisure & hospitality	5,100	-100	200	2,300	-260	90	3,400	-150	80	1,360	-280	-30	2,900	-100	60
Info, prof, bus. & other srvc	7,700	0	400	2,400	40	80	4,000	-50	70	610	-10	-40	4,900	-50	140
Government	7,900	100	-100	2,700	270	40	6,300	670	240	2,100	130	-110	5,400	290	-50
Civilian Labor Force**	78,400	480	990	21,600	-120	220	40,900	340	860	11,500	0	100	41,300	200	-170
Employed	76,000	530	1,150	20,600	-120	240	39,400	280	750	11,100	-60	130	39,600	230	10
Unemployed	2,500	-50	-170	910	0	-30	1,480	60	110	470	60	-30	1,750	-40	-180
Unemployment rate (%)	3.2	0.0	-0.2	4.2	0.0	-0.2	3.6	0.1	0.2	4.1	0.5	-0.3	4.2	-0.1	-0.4

Estimates are NOT seasonally adjusted. Current month estimates are preliminary. Numbers ≥ 2,000 are rounded to nearest 100; numbers < 2,000 rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations based on unrounded numbers; results rounded.

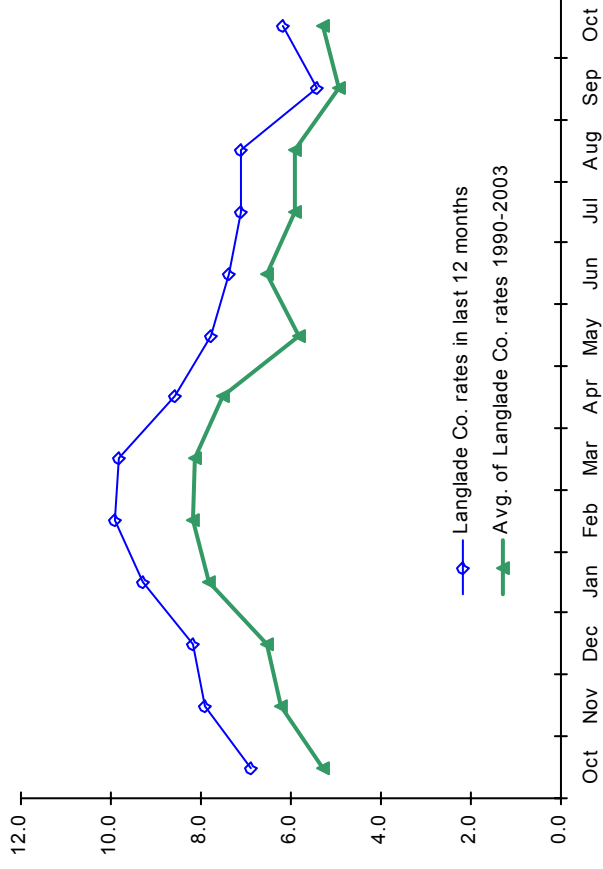
*Includes jobs with employers in area. ** Includes labor force participants residing in area.

For more information call (608) 242-4885, email dan.barrollnet@dwd.state.wi.us, or see <http://dwd.wisconsin.gov/oes/>.

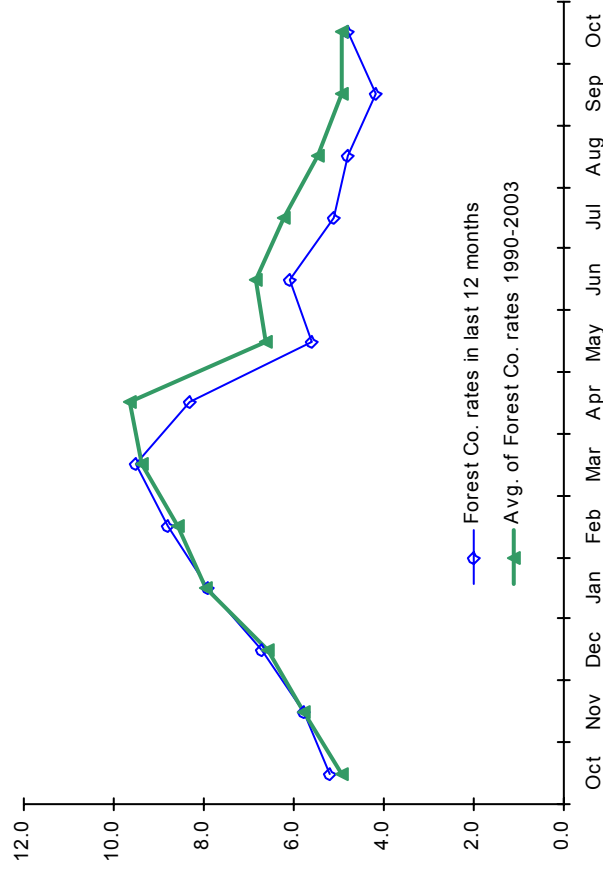
Unemployment rates - not seasonally adjusted



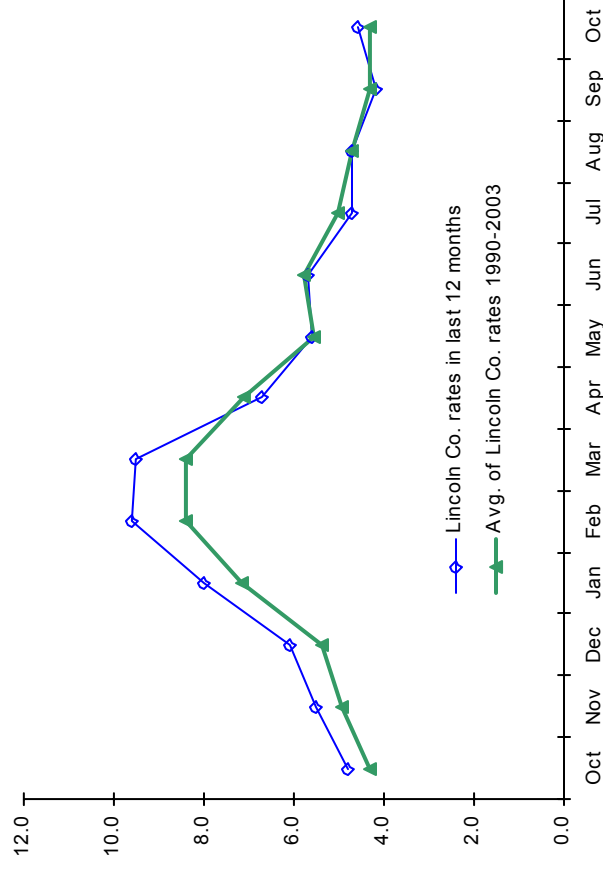
Unemployment rates - not seasonally adjusted



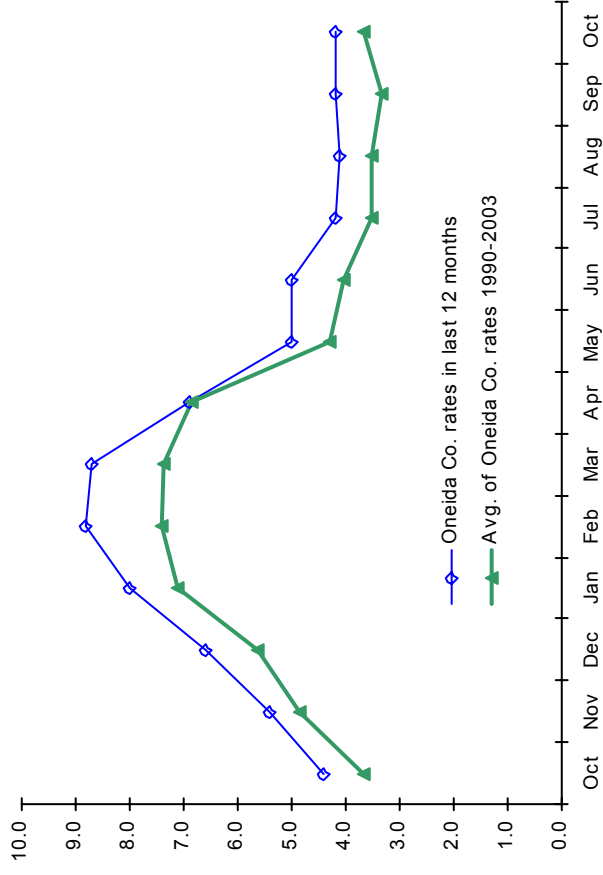
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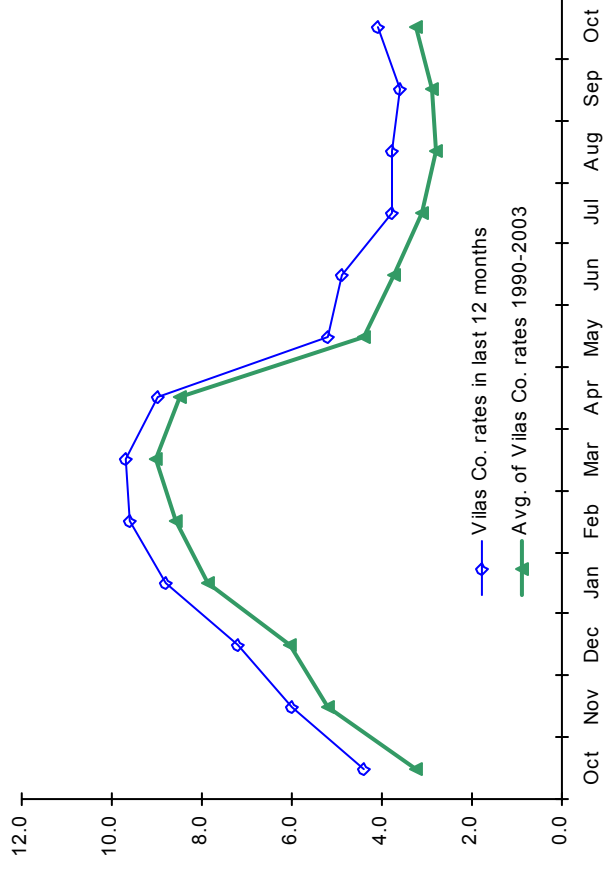
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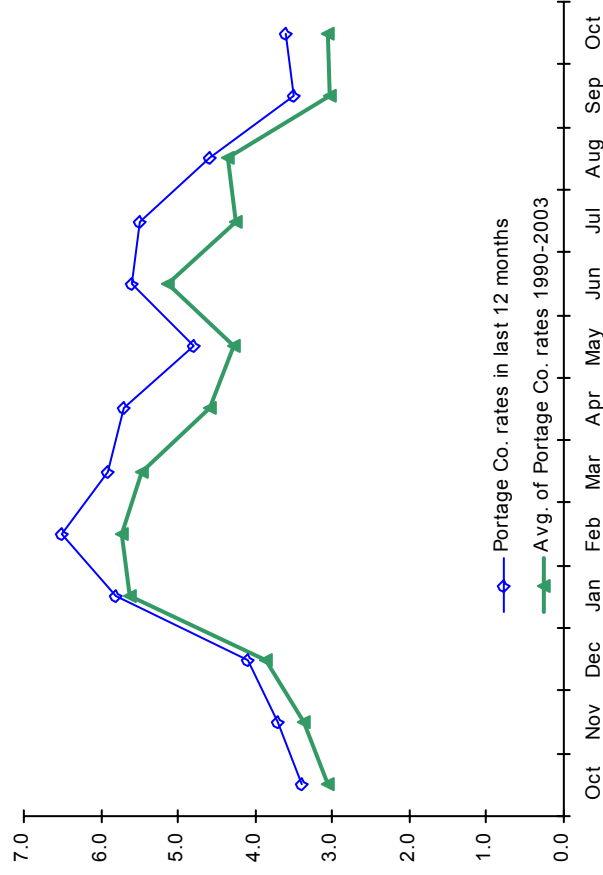
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